



THE AMERICAN LEGION

Every Legionnaire a Recruiter

*“By my example, and through passion and conviction,
I will inspire all veterans to continue their noble service
to this great nation by membership in The American Legion”*



Presenter: Ron Neff
Member Engagement Coordinator
rneff@legion.org. 317-630-1329



Recruiter Definition

A person whose job is to enlist or enroll people
as employees, in the armed forces, or
as members of an organization



Passive and Active Recruiting

There are two basic types of recruiting

- Passive
- Active



Active Recruiting

Most are familiar with active recruiting

- Marked with campaigns and/or events that **require personnel and resources** to gain leads
- Turn leads into prospects, then into members
- Is usually an occupation or position with emphasis on meeting or exceeding an established goal



Active Recruiting Resources

- Dedicated and mission-driven recruiters or membership coordinators/chairpersons
- **Involves prospecting activities:**
 - Telephone Calls
 - Home Visits
 - Direct Mail Solicitation
 - Office Traffic
 - Area canvass contacts (meet them on the streets)



Active Recruiting Resources

- Media and marketing (targeted and general)
- Tracked by quantifiable facts and figures:
 - Market penetration
 - Goal vs. achieved
 - Market demographics data
 - ***MONEY, MONEY, MONEY*** (return on investment)



Passive Recruiting

Passive recruiting is where the **real magic** happens

- **Inspire others** through pride in organization, action, and general human character
- Have a **mission, vision, and values** that appeal to those who you want to be members
- Demonstrate consistent excellence and genuine benevolence in taking care of veterans



Passive Recruiting Resources

- **Every single member** of the organization!
- Involves representing your organization with:
 - Reverence
 - Confidence
 - Professionalism
 - Passion
 - Conviction



Passive Recruiting Resources

- Individual marketing on social media and local news stories
- Organizational advertisement:
 - T-Shirts, mugs, jackets, hats, bumper stickers, etc.
 - Leaving business cards or collateral material in a place of business
 - Having a spouse or children speak to others about their loved one's associating with the organization



Passive Recruiting Resources

- Impossible to track by quantifiable facts and figures:
 - How many join because ALR does a ride for cancer? TFA? Baseball? Etc..
 - How many are drawn to the organization because we paid the Coast Guard when the government wouldn't or couldn't?
 - How many go to Legion.org because they see a social media friend post something about The American Legion with great excitement or see a Member Impact Report on LinkedIn?



How to Actively Recruit

Prospecting

- Obtain names of veterans through any means
- Contact veterans by telephone, area canvass, home visits, and/or have your elevator speech ready at all times for when approached or approaching others
- Exploit resources:
 - Military installations/ Transition groups
 - Relationships with other VSOs
 - Satellite military recruiting offices in every community
 - State and Federal government relationships
 - Chamber of Commerce
 - Local hospitals, Fire and Police, etc.



How to Actively Recruit Selling

- First, have a product worth selling!
- Be prepared to answer what this organization will do for them.
- Set and manage expectations
- Be optimistic and passionate about the future as a result of learning from the past
- Believe in your product and believe in your prospect
- Be confident and knowledgeable about the organization



How to Passively Recruit

Prospecting

- Thank every veteran you see for what they have done for their nation
- Display your pride in the organization by what you wear, what you say, and what you display in public
- Set the example by demonstrating the highest degree of professionalism and patriotism
- Represent the solution, not the problem



How to Passively Recruit Selling

- Communicate the positive and correct the negative
- Be prepared to answer “what this organization will do for them!”
- Display your pride in the organization regularly and honestly
- Be active and benevolent in your community
- Believe in your organization and believe in your Post, district, department and National Headquarters
- Be confident and knowledgeable about the organization



Where it can, and will, go bad..

- It is about **inspiring membership**, NOT demanding money
- Selling an airplane when you have a submarine
- Gossip and allowing factions to develop
- Focusing on the negative instead of promoting the positive
- One corrupt Legionnaire is equal to 10 recruiters for OTHER organizations!
- One bad Post can be equal to 1,000 or 10,000 recruiters for OTHER organizations!
- When you cannot, with confidence and pride, answer why **you** belong!



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*Recruiting is an art form.
The final painting will be a reflection of self.
Like leadership, recruiting requires
inspiration; nothing more, nothing less.*



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The Mission

A Realistic Mission:

*Effective immediately, all Legionnaires are charged with finding **one** veteran to mentor, lead, and (ultimately) serve as their future replacement*



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Questions?

